GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:466
ANSWERED ON:22.11.2000
BLOOD POLICY
SRINIVASULU KALAVA

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government have recently announced the Draft National Blood Policy;

(b) if so, the details thereof; and

(c) the steps taken or proposed to be taken by the Government to ensure hurdle free supply of blood to the needy persons?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA)

(a) A draft National Blood Transfusion policy has been formulated after wide consultation and is awaiting approval.

(b) Does not arise.

(c) In order to ensure that blood is made available to needy persons without hardship the Government of India have taken a number of steps for generating enough blood through Voluntary Blood Donation Programmes such as:

1. A campaign has been launched through Television by special TV spots, telecast through Doordarshan at suitable intervals during Prime Time, for motivating people to donate blood voluntarily.

2. Messages on Voluntary blood donation are broadcast through Times FM channel in one of their music programmes.

3. NACO with the help of the Central Health Education Bureau have developed prototype IEC material for one to one communicatior on voluntary blood donation programme in the form of folders, posters and the same have been given to various states and UTs for use and reproduction in the vernacular languages.

4. The National Council of Science and Technology Communication (Department of Science and Technology, Government of India) have initiated a pilot intervention project for generating voluntary blood donation in 50 selected cities, with a view to fill the gap between demand and availability of blood.

5. Blood Banks have been asked to maintain data-base of Voluntary Donors so that they are kept in regular touch and can be contacted in emergency, in addition to recognising and honouring them by awards, certificates, badges etc.

6. Every year, 1st October is celebrated as the National Voluntary Blood Donation Day, Special campaigns to educate the masses and special camps for blood collection are organised. Messages from the Minister of Health and Family Welfare with appeals for voluntary blood donation are widely disseminated through various Media.